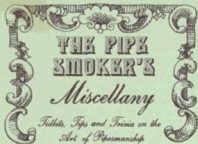


LEO BURNETT COMPANY, Inc.

Ad No. 156A—Req. No. 14984—1 col.—B&W—Popular Mechanics, 1962 (A)



The Secret of Ideal Puffing

(For beginning pipe-smokers)



Whatever you do, avoid the hard puff—it's harsh on the tongue.

Don't be long-winded either. Short and easy on the draw does it.

And don't blow through your pipe to keep it lit. This upsets your evenly packed bowl and causes hot spots.

The secret? Make your smoke a succession of light, even puffs that flow as naturally as your breathing.

The pipe draws wisdom from the lips of the philosopher, and shuts up the mouth of the foolish.

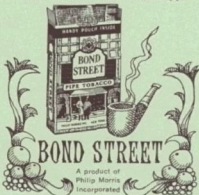
CHAS. BURNETT

THE PIPE TOBACCO THAT STAYS LIT



Bond Street Pipe Tobacco keeps burning because of its old English cut—a combination of flakes for even-burning and cubes for slower-burning. You'll like its aroma of fine imported and domestic tobacco, too.

It's a virtuous son who inherits his father's pipe.



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